

Provisional Product List for NAICS 51110: Newspaper Publishers*

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
2	Industry Subject Area	Working Group Code	Tri- lateral Detail	English Title	English Definition	Product EXists in:			National Product Detail			NAICS Industries Producing the Product			CPC Codes
3						C	M	U	C	M	U	Canada	Mexico	U.S.	
4	51111	1		Newspapers	Publications issued daily, weekly, or at other regular intervals consisting mainly of current news together with editorials, features, correspondence and other information of current public interest. A considerable amount of space is devoted generally to photographs and advertisements. Newspapers are usually printed on newsprint, a lesser quality of paper designed for immediate consumption. They are also published online and in electronic and other media. Both subscription and single copy sales are included here.	X	X	X				511110 511120 511130 516110	511111 511112	511110 511120 511130 516110	32300 32400
5	51111	1.1		General Newspapers	Newspapers consisting of multiple topics with the intent of appealing to a broad audience. Community newspapers are included here.	X	X	X				511110 511120 511130 516110	511111 511112	511110 511120 511130 516110	
6	51111	1.1.1		General Newspapers – daily-	Newspapers published at least four times a week consisting of multiple topics with the intent of appealing to a broad audience.	X	X	X				511110 511120 511130 516110	511111 511112	511110 511120 511130 516110	32300
7	51111	1.1.1.1	X	General Newspapers – daily – print	Newspapers published in print at least four times a week consisting of multiple topics with the intent of appealing to a broad audience.	X	X	X				511110	511111 511112	511110	
8	51111	1.1.1.2	X	General Newspapers – daily – on-line	Newspapers published on the Internet at least four times a week consisting of multiple topics with the intent of appealing to a broad audience.	X	X	X				511110 516110	511111 511112	511110 516110	
9	51111	1.1.1.3	X	General Newspapers – daily – electronic and other media (CAN) General Newspapers – daily – other media (US)	Newspapers published in media other than print or online at least four times a week consisting of multiple topics with the intent of appealing to a broad audience. Examples include physical media such as CD-ROM, microfilm, and diskette. Exclusion: Back issues of newspapers are classified in the Archival Material category (product 3.9).	X		X				511110	511111 511112	511110	
10	51111	1.1.2		General Newspapers –other than daily	Newspapers published less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience.	X	X	X				511110	511111 511112	511110	
11	51111	1.1.2.1	X	General Newspapers –other than daily– print	Newspapers published in print less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience.	X	X	X				511110 516110	511111 511112	511110 516110	
12	51111	1.1.2.2	X	General Newspapers – other than daily– on line	Newspapers published on the Internet less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience.	X	X	X				511110 516110	511111 511112	511110 516110	

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3						C	M	U	C	M	U	Canada	Mexico	U.S.	
13	51111	1.1.2.3	X	General Newspapers – other than daily — electronic and other media (CAN) General Newspapers – other than daily — other media (US)	Newspapers published in media other than print or online less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience. Includes physical media other than print such as CD-ROM, microfilm, and diskette. Exclusion: Back issues of newspapers are classified in the Archival Material category (product 3.9).	X		X				511110	511111 511112	511110	
14	51111	1.2		Specialized Newspapers	Newspapers focusing on a single topic or theme that is of special interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in Other General Interest Periodicals.	X	X	X				511110 516110	511111 511112	511110 516110	
15	51111	1.2.1		Specialized Newspapers-daily-	Newspapers published at least four times a week that focus on a single topic or theme and are of special interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in Other General Interest Periodicals.	X	X	X				511110	511111 511112	511110	
16	51111	1.2.1.1	X	Specialized Newspapers-daily-print	Newspapers published in print at least four times a week that focus on a single topic or theme and are of interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in Other General Interest Periodicals.	X	X	X				511110	511111 511112	511110	
17	51111	1.2.1.2	X	Specialized Newspapers-daily-on line	Newspapers published on the Internet at least four times a week that focus on a single topic or theme and are of interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in Other General Interest Periodicals.	X	X	X				511110 516110	511111 511112	511110 516110	
18	51111	1.2.1.3	X	Specialized Newspapers-daily-electronic and other media (CAN) Specialized Newspapers-daily- other media (US)	Newspapers published in media other than print and online at least four times a week that focus on a single topic or theme and are of interest to a select audience. Includes physical media other than print such as CD-ROM, microfilm, and diskette. Exclusion: Back issues of newspapers are classified in the Archival Material category (product 3.9). Shoppers newspapers containing only consumer advertising are classified in Other General Interest Periodicals.	X	X	X				511110	511111 511112	511110	

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3						C	M	U	C	M	U	Canada	Mexico	U.S.	
19	51111	1.2.2		Specialized Newspapers-other than daily	Newspapers published less than four times a week, such as weekly or monthly, that focus on a single topic or theme that are of special interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in Other General Interest Periodicals.	X	X	X				511110	511111 511112	511110	
20	51111	1.2.2.1	X	Specialized Newspapers-other than daily-print	Newspapers published in print less than four times a week, such as weekly or monthly, that focus on a single topic or theme and are of interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in Other General Interest Periodicals.	X	X	X				511110	511111 511112	511110	
21	51111	1.2.2.2	X	Specialized Newspapers-other than daily-on line	Newspapers published on the Internet less than four times a week, such as weekly or monthly, that focus on a single topic or theme and are of interest to a select audience. Exclusion: Shoppers newspapers containing only consumer advertising are classified in Other General Interest Periodicals.	X	X	X				511110	511111 511112	511110	
22	51111	1.2.2.3	X	Specialized Newspapers-other than daily-electronic and other media (CAN) Specialized Newspapers-other than daily- other media (US)	Newspapers published in media other than print and online less than four times a week, such as weekly or monthly, that focus on a single topic or theme and are of interest to a select audience. Includes physical media other than print such as CD-ROM, microfilm, and diskette. Exclusion: Back issues of newspapers are classified in the Archival Material category (product 3.9). Shoppers newspapers containing only consumer advertising are classified in Other General Interest Periodicals.	X	X	X				511110	511111 511112	511110	
23	51111	2		Sale of advertising space in newspapers	The sale of space in newspapers usually for advertisements. May include creation and design of advertisements if bundled together.	X	X	X				511110 516110	511111 511112	511110 516110	83620
24	51111	2.1		Sale of advertising space in general newspapers	The sale of space in general newspapers usually for advertisements.	X	X	X				511110 516110	511111 511112	511110 516110	
25	51111	2.1.1		Sale of advertising space in general newspapers-daily	The sale of space in general newspapers published daily usually for advertisements.	X	X	X				511110 516110	511111 511112	511110 516110+S 33	

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2	Industry Subject Area	Working Group Code	Tri- lateral Detail	English Title	English Definition	Product Exists in:			National Product Detail			NAICS Industries Producing the Product			CPC Codes
3						C	M	U	C	M	U	Canada	Mexico	U.S.	
26	51111	2.1.1.1	X	Sale of advertising space in general newspapers-daily - print	The sale of space in general newspapers published daily in print usually for advertisements.	X	X	X				511110	511111 511112	511110	83620 ?
27	51111	2.1.1.2	X	Sale of advertising space in general newspapers – daily – on-line	The sale of space in general newspapers published daily online usually for advertisements.	X	X	X				511110 516110	511111 511112	511110 516110	83620 ?
28	51111	2.1.1.3	X	Sale of advertising space in general newspapers – daily – electronic and other media (CAN) Sale of advertising space in general newspapers – daily – other media (US)	The sale of space in general newspapers published daily in media other than print and online usually for advertisements.	X		X				511110	511111 511112	511110	83620 ?
29	51111	2.1.2		Sale of advertising space in general newspapers-other than daily	The sale of space in general newspapers published other than daily usually for advertisements.	X	X	X				511110	511111 511112	511110	
30	51111	2.1.2.1	X	Sale of advertising space in general newspapers-other than daily - print	The sale of space in general newspapers published in print and other than daily usually for advertisements.	X	X	X				511110	511111 511112	511110	83620 ?
31	51111	2.1.2.2	X	Sale of advertising space in general newspapers-other than daily - online	The sale of space in general newspapers published online and other than daily usually for advertisements.	X	X	X				511110 516110	511111 511112	511110 516110	83620 ?

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Provisional Product List for NAICS 511110: Newspaper Publishers*

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
2	Industry Subject Area	Working Group Code	Tri- lateral Detail	English Title	English Definition	Product EXists in:			National Product Detail			NAICS Industries Producing the Product			CPC Codes
3						C	M	U	C	M	U	Canada	Mexico	U.S.	
32	51111	2.1.2.3	X	Sale of advertising space in general newspapers – other than daily – electronic and other media (CAN) Sale of advertising space in general newspapers – other than daily – other media (US)	The sale of space in general newspapers published other than daily and in media other than print and online usually for advertisements.	X	X	X				511110	511111 511112	511110	83620 ?
33	51111	2.2		Sale of advertising space in specialized newspapers	The sale of space in specialized newspapers usually for advertisements.	X	X	X				511110 516110	511111 511112	511110 516110	
34	51111	2.2.1		Sale of advertising space in specialized newspapers-daily	The sale of space in general newspapers published daily usually for advertisements.	X	X	X				511110 516110	511111 511112	511110 516110	
35	51111	2.2.1.1	X	Sale of advertising space in specialized newspapers-daily - print	The sale of space in specialized newspapers published daily in print usually for advertisements.	X	X	X				511110	511111 511112	511110	83620 ?
36	51111	2.2.1.2	X	Sale of advertising space in specialized newspapers – daily – on-line	The sale of space in specialized newspapers published daily online usually for advertisements.	X	X	X				511110 516110	511111 511112	511110 516110	83620 ?

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1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
2	Industry Subject Area	Working Group Code	Tri- lateral Detail	English Title	English Definition	Product EXists in:			National Product Detail			NAICS Industries Producing the Product			CPC Codes
3						C	M	U	C	M	U	Canada	Mexico	U.S.	
37	51111	2.2.1.3	X	Sale of advertising space in specialized newspapers – daily – electronic and other media (CAN) Sale of advertising space in specialized newspapers – daily – other media (US)	The sale of space in specialized newspapers published daily in media other than print and online usually for advertisements.	X	X	X				511110	511111 511112	511110	83620 ?
38	51111	2.2.2		Sale of advertising space in specialized newspapers- other than daily	The sale of space in specialized newspapers published other than daily usually for advertisements.	X	X	X				511110 516110	511111 511112	511110 516110+S 42	
39	51111	2.2.2.1	X	Sale of advertising space in specialized newspapers- other than daily - print	The sale of space in specialized newspapers published in print and other than daily usually for advertisements.	X	X	X				511110	511111 511112	511110	
40	51111	2.2.2.2	X	Sale of advertising space in specialized newspapers- other than daily - online	The sale of space in specialized newspapers published online and other than daily usually for advertisements.	X	X	X				511110 516110	511111 511112	511110 516110	?
41	51111	2.2.2.3	X	Sale of advertising space in specialized newspapers – other than daily – electronic and other media (CAN) Sale of advertising space in specialized newspapers – other than daily – other media (US)	The sale of space in specialized newspapers published other than daily and in media other than print and online usually for advertisements.	X		X				511110	511111 511112	511110	?

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1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
2	Industry Subject Area	Working Group Code	Tri- lateral Detail	English Title	English Definition	Product EXists in:			National Product Detail			NAICS Industries Producing the Product			CPC Codes
3						C	M	U	C	M	U	Canada	Mexico	U.S.	
42		3		Secondary newspaper products		X	X	X				511110 511120 511130 511140 541430 541910	511110 511120 511130 511140 541430 541910	511110 511120 511130 511140 541430 541910	86921
43	51111	3.1	X	Printing services	Printing publications of any type for others. Examples include books, magazines, pamphlets, posters, and calendars. Exclusion: The bundled product of printing and distribution is classified in the Printing and Distribution category.	X	X	X				511110 511120 511130	511110 511120 511130	511110 511120 511130	
44	51111	3.2	X	Distribution services	Distributing publications and other products for others. Examples include flyers, magazines, books, newsletters, calendars and products samples. Exclusion: The bundled product of printing and distribution is classified in the Printing and Distribution category.	X	X	X				511110 511120	511110 511120	511110 511120	
45	51111	3.3	X	Graphic design services	The provision of design services for others such as layout and design of graphic art work, photography, and copy editing.	X	X	X				511110 541430	511110 541430	511110 541430	85990
46	51111	3.4	X	Market research	The provision of research services to analyze the data for marketing. Research services include collecting, recording, and analyzing data related to the marketing of goods and services.	X		X				511110 541910	511110 541910	511110 541910	83700
47	51111	3.5	X	Archival research	Providing access to review back issues of the newspaper.	X	X	X				511110	511110	511110	84520
48	51111	3.6	X	Sale or licensing of rights	Selling or licensing the right to reproduce all or part of a work of intellectual property for an agreed period of time. This includes the right to reproduce or adapt to another format, medium, language or territory. Outright sale of rights in perpetuity is excluded.	X	X	X				511110 511120 511130 511140	511110 511120 511130 511140	511110 511120 511130 511140	51230
49	51111	3.7	X	Special event production and/or management	The production and management of special events such as trade fairs and conventions. Revenue comes from a variety of sources such as products sold, advertising, admissions and management fees.	X		X				511110 511120	511110 511120	511110 511120	

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3						C	M	U	C	M	U	Canada	Mexico	U.S.	
50	51111	3.8	X	Publishing Services excluding graphic design services	Publishing of newspapers, books, periodicals, journals, etc., for others (including self-publishing authors) who maintain copyright and editorial control. Vanity book publishing is included as well as technical services related to publishing such as editing, proofreading, content development, research and writing, and word processing. The services may be bundled or separate. Printing and distribution services provided in combination with activities listed above are included. Exclusion: graphic design services are classified in product 3.3, graphic design services.	X	X	X				511110 511120 511130	511110 511120 511130	511110 511120 511130	86910
51	51111	3.9	X	Archival Material	Sale of back issues. Back issues are frequently sold in sets and usually on a storage media such as microfilm, microfiche, CD-Rom or diskette.	X	X	X				511110 511140	511110 511140	511110 511140	84520
52	51111	3.10	X	Periodicals	Publications issued at fixed intervals, less often than daily and more often than annually, usually on a weekly or monthly basis. Periodicals generally contain articles with more analysis and in-depth coverage than newspaper reports. They may also contain essays, stories and poems and are often illustrated or with photographs. Newsletters are included. Periodicals may be published either in printed, on-line, other electronic or other media versions. The service includes distribution both on a single copy and on a subscription basis.	X	X	X				511110 511120 511130 511140	511110 511120 511130 511140	511110 511120 511130 511140	32300 32400
53	51111	3.11	X	Other publication materials	Publishing of publications other than newspapers and periodicals such as books, databases, directories, calendars, catalogues, diaries and time schedulers, maps, and greeting cards.	X	X	X				511110	511119	511110	32230 32250 32520 32530
54	51111	3.12	X	Printing and Distribution services	The bundled product of printing services and distribution services for others.	X	X	X				511110	511110	511110	86921

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